

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Mrs Hickey

to Minister for Tourism

Advertising by Agencies

1. What was the amount of funds spent by your Department on advertising since 1 July 1996.
2. What form of advertising and how much was spent in each category eg, television, print etc.
3. What are the name(s) of advertising agencies or consultant companies used to prepare these advertisements.
4. What was the amount of money spent on advertisements in which the Minister appeared (in the case of television) or his photograph appeared.

ANSWER

When answering please return 2 copies to The Clerk of the Legislative Assembly

See attachment.

RESPONSE TO WRITTEN QUESTION NO 33

1. The amount of funds spent by the Northern Territory Tourist Commission on advertising since 1 July 1996 is \$7,357,323.

2.

		Actual 1996/97
Advertising Press	Media	661,391
	Production	47,953
Advertising TV	Media	1,890,063
	Production	246,661
Advertising Magazine	Media	1,547,416
	Production	108,902
Advertising Trade	Media	321,952
	Production	33,497
Advertising Radio	Media	800
	Production	618
Cinema	Media	342,325
	Production	80,366
Advertising	Other	232,496
Advertising Consumer	Media	859,009
	Production	39,414
Brochures		944,460
TOTAL		7,357,323

3. Foote, Cone and Belding Pty Ltd (FCB) is the advertising agency contracted by the Northern Territory Tourist Commission for all the print, press and electronic media advertising.

Geoffrey Reed Advertising has been used this financial year for the Tourist Commission's Territory Connections advertising (NT Specialist Agents).

4. The Minister has not appeared on any advertising produced by the Northern Territory Tourist Commission.